

October 30, 2014

To: All State, Territory and Indian Tribal Organization WIC® Programs

Subject: Enfagrow™ Toddler Next Step™ Ready-to-Drink (RTD) Package Size Change

I am writing to let you know that our Enfagrow Toddler Next Step (for children 1 year and up) RTD packaging will be changing from a 4-pack to a 6-pack in 2015. This change will affect both the Vanilla and Natural Milk flavors.

It is estimated that the new 6-pack configuration will be in the marketplace beginning in April 2015. We will continue to offer the Enfagrow RTD 4-packs until inventory is depleted. Depending on retailer inventory levels this could take as long as 6 months to transition at shelf. The first ship date for the 6-packs is currently estimated to be March 15, 2015.

The list number, price and UPC will be changing. A product specification sheet is attached for your reference. The price per Tetra Pak® carton (8.25 oz container) will remain the same.

Based on Section 246.10(e)(11)(Table 3) of the Federal WIC regulations governing infant formula product issuance, the maximum monthly allowances will be as follows:

Product	Reconstituted Ounces	Children 1 – 5 Years
Enfagrow Toddler Next Step 8.25 oz carton 6-pack Vanilla and Natural Milk	8.25 oz per carton 49.5 oz per 6 pack	18 – 6 packs per month

If you have any questions or concerns, please contact Kathy Decker (812) 429-8758 or Chris Shouse (812) 429-8613.

Thank you,



J. Michael Milligan
Director, WIC Business Team

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